

Service Area Plan

Jamestown-Yorktown Foundation

Education and Extension Services (14503)

Service Area Background Information

Service Area Description

Education and Extension Services includes six areas:

- 1) The visitor services department provides ticket sales and customer service to visitors at two museums.
- 2) The interpretative services department provides costumed historical interpretation for visitors at two museums, as well as the production of reproduction historical costumes for interpretive staff to wear.
- 3) On-site education provides guided tours and hands-on educational classroom programs to school groups visiting the museums, as well as summer children's programs.
- 4) The maritime services department provides the maintenance for three replica ships (Discovery, Godspeed, and Susan Constant) and oversees the sailing of the ships for educational outreach programs.
- 5) Exhibit services designs and fabricates exhibit displays for the museum galleries and outdoor interpretive areas.
- 6) Outreach education and special services which includes five areas: outreach education, group reservations, volunteer services, customer research, training and development.

Service Area Alignment to Mission

Education and Extension Services provides the front-line programming and customer service for JS and YVC visitors. The educational mission includes promoting understanding and awareness of Virginia's role in the creation of the United States. Education and Extension Services directly provide the educational product for visitors, sells tickets to visitors so they can experience the museums, and maintain ships and provides maritime outreach programs. Outreach education and special services directly provides museum educational programs in classrooms throughout Virginia, carrying JYF's mission to them during the entire academic year. Many students would not be able to experience JYF's offerings without the outreach programs.

Service Area Statutory Authority

§ 23-287 of the Code of Virginia establishes the JYF as an educational institution to administer certain historical museums and related programs. JYF is charged to further an appreciation of the contributions of the first permanent English-speaking settlers and their American Indian neighbors of Virginia and the United States to the building of our Commonwealth and nation, to commemorate the winning of American independence on the battlefield at Yorktown, and to enhance our understanding of the making of the United States Constitution and Bill of Rights, including Virginia's role in shaping the fundamental principles of the American constitutional system.

In addition, JYF has the authority to establish non-profit corporations as instrumentalities to assist in administering JYF affairs and to receive and expend gifts, grants and donations from whatever source derived for JYF purposes.

JYF, with the consent of the Governor, may enter into agreements or contracts with private entities for the promotion of tourism through marketing without competitive sealed bidding or competitive negotiation provided a demonstrable cost savings, as reviewed by the Secretary of Education, can be realized by JYF and such agreements or contracts are based on competitive principles. JYF may also determine what paintings, statuary, works of art, manuscripts and artifacts may be acquired by purchase, gift or loan, and to exchange or sell the same if not inconsistent with the terms of such purchase, gift, loan or other acquisition.

Service Area Customer Base

Customer(s)	Served	Potential
General public visitors	640,000	1,000,000
Virginia public school divisions	117	132

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Anticipated Changes In Service Area Customer Base

While the number of Virginia school districts is relatively stable, the student population continues to escalate with the general demographics of the Commonwealth. This results in unsatisfied demand generated from school districts that do not currently participate in museum programs, the increased number of students in real terms and the constant turnover of grade, middle and high school student populations in school districts already served. Through the potential of existing and emerging technology, JYF has opportunity to extend products and services virtually to an almost limitless world-wide customer base.

As new or reinterpreted facts, artifacts and theories evolve, JYF efforts to accurately convey this emerging information from museum exhibits services staff and academic colleagues represents a very fluid customer base. This base includes JYF staff, teachers at all levels, historians, writers of historical fiction, researchers, interpreters, archaeologists and curators as well as museum visitors.

As the Jamestown 400th Anniversary Commemoration and the 225th anniversary of the Siege of Yorktown approach, potential donors has been vigorously sought after by JYF and its affiliates. While that pool of potential contributors remains relatively constant, potential donors may be drawn to other programs and JYF could lose crucial support.

JYF anticipates visitation to increase during the Jamestown 400th Anniversary Commemoration and the 225th anniversary of the Siege of Yorktown in the 2006 - 2008 biennium.

Service Area Products and Services

- Museum: Tour and program reservations service to individual groups, tour companies and Virginia schools as well as school groups outside of the Commonwealth. Advance and on-site ticket sales to both museums as well as combination tickets to community partners' attractions. Museum exhibits, film viewing and special events can be accessed at the museums.
- Outreach education programs: Teachers with reproduction artifacts traveling to classrooms throughout the state, utilizing museum programming in their teaching objectives.
- Teacher workshops and institutes: Conduct teacher institutes and workshops so that teachers may better utilize the museum experiences within their own classroom to better teach to the Commonwealth's Standards of Learning.
- Staff training programs and materials: Training for JYF staff and volunteers to effectively serve the public and carry out JYF's mission.
- Customer research reports: Visitor surveys and processes data from teacher evaluation forms and visitor comment cards. Also, calculate JYF's economic impact and assists marketing with visitor projections.
- Education and customer service: Education and customer service to the daily visitor, including school groups, organizations, and other groups or units through the use of visitor services staff, interpretators, teachers, material culture, programming and reproduction site areas to give the visitor the most meaningful experience possible.

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Factors Impacting Service Area Products and Services

Customers for outreach and on-site structured education programs are impacted by school budgets. JYF current service level is 99,878 students for outreach education and 206,253 for on-site education. These levels can be affected by variable transportation costs. The upcoming 400th anniversary is expected to generate an increase in customer base.

Customers for customer research and security include all on-site visitors to JYF's museums. Increased visitors create an increased need for the level of service and quality of product provided.

Marketing and economics affect visitation levels.

Customers for training and volunteer services include all JYF staff, paid and volunteer. JYF budgets impact the number of employees who require training and volunteers who can be recruited.

Anticipated Changes To Service Area Products and Services

Additional stations will be required in each interpretative area due to increased demand for products and services.

New and increased skill demonstrations and pageantry will fulfill visitor expectations for a high level of quality programming during the 400th anniversary.

Increased frequency and amount of guided tours daily to meet the demands of the expanded customer base.

Addition of dramatic programming including readings, lectures and amphitheater programs daily.

Increase in staffing to facilitate the extensive programming needed.

Service Area Financial Summary

Funding for Education and Extension Services come from general funds (58%) and from non-general funds (42%) - largely admissions revenue.

	<u>Fiscal Year 2007</u>		<u>Fiscal Year 2008</u>	
	General Fund	Nongeneral Fund	General Fund	Nongeneral Fund
Base Budget	\$2,876,661	\$2,077,596	\$2,876,661	\$2,077,596
Changes To Base	\$835,524	\$666,352	\$429,067	\$1,026,519
SERVICE AREA TOTAL	\$3,712,185	\$2,743,948	\$3,305,728	\$3,104,115

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Service Area Objectives, Measures, and Strategies

Objective 14503.01

Provide museum experience of high quality and appeal to a broad-based audience.

This objective is focused upon our ability to consistently provide a product of high quality to all of our customers. Its importance bears heavily upon positive, appealing "word-of-mouth" marketing.

This Objective Supports the Following Agency Goals:

- EDUCATION GOAL: Present and interpret the collections and interpretive scope through educational programs, exhibits, publications and innovative communications.
- MARKETING GOAL: Maximize public awareness of and interest in JYF's mission, living-history programs, educational opportunities and other programs and services, leading to increased paid attendance and earned income.

This Objective Has The Following Measure(s):

● **Measure 14503.01.01**

Per Cent of visitors surveyed rating their experience good or excellent.

Measure Type: Output

Measure Frequency: Annually

Measure Baseline: 2004: 95+%

Measure Target: 95% or better rating.

Measure Source and Calculation:

Visitor survey: $\frac{[\text{number of good responses} + \text{number of excellent responses}]}{\text{total number of responses}} \times 100$

Objective 14503.01 Has the Following Strategies:

- Implement the master education plan to coordinate all education and interpretive programs, projects, and services based on current and projected levels of attendance and current service. Review and revise plan on an annual basis.
- Coordinate and assess learning goals of education programs in relation to the Commonwealth's Standards of Learning.
- Offer dynamic and engaging multi-year on-site gallery exhibit programs and outdoor living-history programs to approximately 866,000 visitors annually.
- Manage and care for the approximately 53,000 square feet of gallery exhibits and 23 outdoor living-history exhibits.
- Provide an effective customer research program that assesses the quality and effectiveness of the visitor experience.
- Provide efficient, customer-friendly tour reservation service for groups utilizing JYF resources.
- Conduct approximately 2,200 professional, informative orientations and tours of the museums or outdoor areas.
- Support the Museums & Programs Advisory Council (MPAC) in its review and evaluation of JYF education programming and comprehensive facilities master plan programmatic element

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- Conduct primary research that will serve as the basis for all exhibitions and programs utilizing staff, interns, volunteers, and outside scholars as available.
- Maintain cooperative education programs with museums and other nationally known historic sites as resources allow.
- Collaborate with public school systems and institutions of higher learning to enhance teacher education, as resources allow.
- Expand programs and services for diverse audiences (e.g., family, adult, special needs, educators, and other professionals), as resources allow.
- Implement board-approved plans for the programmatic elements.
- Provide special educational and interpretive programming for public during 2007, including hands-on presentation, special interpretive demonstrations, and weapon firing drills.
- Provide appropriate tools, including walking maps, to visitors to enhance wayfinding and access to galleries, outdoor interpretive areas and programs.
- Provide a maritime outreach program.

Objective 14503.02

Extend on-site structured education programs to serve 230,000 students in each year of the 2006-2008 biennium.

During the 2006-2008 biennium, increase the number of on-site structured education programs.

This Objective Supports the Following Agency Goals:

- EDUCATION GOAL: Present and interpret the collections and interpretive scope through educational programs, exhibits, publications and innovative communications.

This Objective Has The Following Measure(s):

● **Measure 14503.02.01**

Number of on-site structured education students served.

Measure Type: Outcome **Measure Frequency:** Annually

Measure Baseline: 206,253 students served in FY2005.

Measure Target: 230,000 on-site structured education students per fiscal year during the 2006-2008 biennium.

Measure Source and Calculation:

Students served by on-site structured education programs: count number of served students

Objective 14503.02 Has the Following Strategies:

- Implement, review and annually revise the master education plan to coordinate all education and interpretive programs, projects, and services based on current and projected levels of attendance and current service. annual basis.
- Provide efficient, customer-friendly tour reservation service for groups utilizing JYF resources.
- Provide special educational and interpretive programming for public during 2007, including hands-on presentation, special interpretive demonstrations, and weapon-firing drills.

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Objective 14503.03

Extend outreach education programs to serve 142,000 students in 125 Virginia school districts each year of the 2006-2008 biennium.

During the 2006-2008 biennium, increase the number of Virginia school districts and the number of students served through the outreach program.

This Objective Supports the Following Agency Goals:

- EDUCATION GOAL: Present and interpret the collections and interpretive scope through educational programs, exhibits, publications and innovative communications.

This Objective Has The Following Measure(s):

- **Measure 14503.03.01**

Number of students served by Outreach education programs in each fiscal year of the 2006-2008 biennium

Measure Type: Outcome

Measure Frequency: Annually

Measure Baseline: 99,878 students in 117 districts served in FY2005.

Measure Target: 142,000 students in 132 Virginia school districts.

Measure Source and Calculation:

Outreach education program students: count the number of students served.

Objective 14503.03 Has the Following Strategies:

- Implement, review and annually revise the master education plan to coordinate all education and interpretive programs, projects, and services based on current and projected levels of attendance and current service.
- Implement board-approved plans for the programmatic elements.
- Provide a maritime outreach program.